

# GO LOCAL Digital & TV Advertising Packages Fall 2022



*Get your business seen by thousands of Sonoma County locals across TV and streaming.*

*Advertise across all screens with a 30-second ad spot.*

## 2,000 Streaming ads per week

**Top tier streaming websites** targeting Sonoma County Adults 25-64 years of age.

**100% high quality placement** for both OTT (over the top = streaming)/CTV (Cable TV).

**1 out of 4 TV minutes watched daily** is watched through streaming TV.



## 43 Traditional Cable TV ads per week

**News Programming** - M-Sun 6am-10pm  
CNBC

**Entertainment** - M-Sun 8am-11:59pm  
HGTV, FOOD Network, Hallmark, USA,  
National Geographic, Travel Channel

**Sports Programming** - M-Sun 8am-10pm  
ESPN/ESPN 2. Golf Channel



## Choose Your Plan

### 6-week ad package

- 12,000 Streaming Ads
- 258 Ads on TV (see above networks)
- **SHARED by 4 businesses (6 sec each biz): \$185 per week = \$1,110 total commitment**
- **EXCLUSIVE to 1 biz : \$665 per week = \$3,990 total commitment**

### 12-week ad package

- 24,000 Streaming Ads
- 516 Ads on TV (see above networks)
- **SHARED: \$180 per week = \$2,160 total commitment**
- **EXCLUSIVE: \$660 per week = \$7,920 total commitment**

GO LOCAL message at beginning and end of spots for community and brand recognition. Spot production is included. Filming not included in rates - contact GO LOCAL to create videography content for your spot.

*Don't miss out on this unique opportunity!*

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